

Research on the Operation of Charitable Projects by Internet Public Fundraising Platforms

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ABSTRACT

The advent of the Internet has opened up a new world for the development of philanthropy. Projects online has improved the opportunities for charitable projects to enter people's field of vision. However, one of the determinants of whether a project can obtain donations is the operation strategy adopted by the Internet public fundraising platform. This article mainly takes the information of fund-raising projects released by 20 Internet public fund-raising information platforms designated by the Ministry of Civil Affairs as the object, and analyzes the current successful operation strategies of my country's online fund-raising projects on the platforms. This paper finds that there are strict rules and procedures for launching online fundraising projects, the online fundraising platform provides a variety of projects for donors, makes adequate information disclosure, and attracts donations with its own advantages and incentive measures, which provides favorable help for charitable projects to obtain more donations.

Keywords: *Internet Public Fundraising Platform; Charity Project; Operation*

1. INTRODUCTION

Charity has always been an important force in alleviating the poor and playing a positive role in my country's economic development and social governance. Funds for philanthropy mainly come from the fundraising activities of charitable organizations, so charitable fundraising is the basis and premise of all charitable activities. In the Internet age, a new model of online philanthropy has emerged. Convenient mobile payment methods and fast and low-cost online information release and dissemination make fundraising more efficient,[1] and opening up a new world for the philanthropy. In this era of information explosion, although project online has improved the chances of charitable projects entering people's field of vision, it still requires the joint efforts of platforms and charitable organizations to attract donations. According to the "Charity Law of the People's Republic of China", "Charitable organizations that conduct public fundraising through the Internet shall publish fundraising information on the charity information platform unified or designated by the civil affairs department of the State Council, and may publish fundraising information on their website at the same time." [2] At present, there are a total of 20 Internet public fundraising information platforms designated by the Ministry of Civil Affairs. As platforms for publishing

online fundraising projects, they play a crucial role in whether the project can obtain donations, and the charity projects of some of these platforms have received high attention and sufficient donations. The academic research on the Internet public fundraising platform mainly focuses on its development process, platform differences, resource docking functions, problems and improvement measures. For example, Wang Aihua believes that in charitable participation, the government, enterprises, social organizations, the public and other participating entities have complementary resources and demands, and the Internet fundraising platform can realize the connection of resources for them, thereby reducing their cross-border cooperation costs, and the platform as an information exchange platform, it solves the problem of information asymmetry; [3] Yang Weiwei believes that in the operation of the platform, there are problems such as lax legal system supervision, low willingness to recognize charitable organizations, many charitable organizations are excluded from public fundraising qualifications, platform accreditation disputes and supervision failures, platform operating scope is narrow and lack of capacity and norms, and the crisis of trust frequently occurs. , and put forward suggestions for promoting the construction of public fundraising information platform from seven dimensions. [4] However, further research is needed on how the platform

utilizes its network advantages to attract donations. Therefore, this paper mainly takes the information of fundraising projects released by the official websites and mobile clients of the 20 Internet public fundraising information platforms designated by the Ministry of Civil Affairs as the object, and organizes and analyzes the successful operation strategies of my country's online fundraising projects on the platform, in order to provide reference for the development and improvement of the online fundraising platform.

2. RESTRICTIONS ON THE INITIATION OF ONLINE FUNDRAISING PROJECTS

Project sponsors are divided into three main bodies: individuals, non-public fundraising institutions, and public fundraising institutions. But the *"Management Specifications for Internet Public Fundraising Information Platforms for Charitable Organizations"* stipulates that "the main body of fundraising on the platform should be a charitable organization that has obtained public fundraising qualifications, other Organizations and individuals, including the platform itself, are not eligible for public fundraising." Therefore, cemetery organizations can directly initiate project fundraising. Projects initiated by non-public fundraising organizations must obtain the support of public fundraising organizations before fundraising. Projects initiated by individuals are personal help-seeking behaviors, and will not be discussed here. Taking the donation project of Tencent's public welfare platform as an example, users who initiate a project need to fill in the basic information of the project, which mainly includes the project name, donation field, project location, fundraising target, etc. When necessary, relevant pictures are provided to ensure the authenticity of the information for help. After reviewing the authenticity, project design and enforceability of the project by the public fundraising agency, confirm whether to support the project initiated by the non-public fundraising agency. Projects supported or initiated by public fundraising institutions can only be funded after being reviewed by platform staff. Of course, different users can initiate different projects. Non-public fundraising organizations can launch regional public welfare projects based on cemetery institutions; public fundraising organizations can initiate large-scale public welfare projects, such as long-term assistance for a certain group, sudden large-scale disasters. The amount of fundraising is also relatively high. In addition, the *"Administrative Measures for Public Fundraising for Charitable Organizations"* stipulates that when conducting public fundraising activities, a fundraising plan shall be formulated in accordance with the law, including the purpose of fundraising, the start and end time and region, the name and office address of the person in charge of the activity, the method of accepting donations, bank accounts, and beneficiaries. , the use of the funds raised, the cost of fundraising, the disposal of

the remaining property, etc. The fundraising plan should be submitted to the registered civil affairs department for the record 10 days before the public fundraising activity. After the platform receives the fundraising plan provided by the charitable organization, it can provide public fundraising information publishing services.

3. DESIGN OF ONLINE FUNDRAISING PROJETS

3.1 Divide into Categories and Choose Diversification

A wealth of online fundraising projects can provide participants with free choice. [5] With more choices, potential donors will be able to find their favorite projects, thereby increasing the possibility of donations. According to certain criteria, it is mainly divided into the following options.

First, it is divided according to the project cycle and the number of donations. One is a one-time donation. That is, the public can choose one or more projects, determine the donation amount according to their own wishes and abilities, and make one or more donations. This method is suitable for various types of fundraising projects, and is favored by more people because of its flexibility and low threshold. It is also the most common method of fundraising. The other is regular donations based on monthly donations. The monthly donation plan is a long-term automatic donation service provided by the public welfare platform for the public. By signing the entrusted deduction agreement, caring netizens can automatically donate to the public welfare projects they care about on a regular basis every month. There is no time limit to the monthly donation plan, and donors can choose to terminate their donation at any time. The characteristics of this donation method are convenience and speed. Donors can make donations without monthly operations, and support their favorite public welfare projects for a long time. Therefore, the stability of receiving donations is also strong.

Secondly, it is divided according to the form of donation received by the beneficiary. The most common form of "money-to-money" is to send funds directly to recipients to solve their current difficulties. For example, disease relief projects will raise donations based on medical expenses, and the proceeds will be directly allocated to hospitals for patient treatment; education aid will use the donations to pay students' tuition fees, book fees, etc. In addition, the funds donated by donors will also be sent to the recipients in the form of materials, that is, in the form of "money-to-material". For example, JD.com launched a "material donation platform" with the theme of "connecting things with love", which is the first in the industry to create a new model of "one-click donation and direct delivery of materials". During the trial operation of just over three months after its launch in

2016, the platform gathered over 30,000 loves and raised over 250,000 materials, which has been well received by all parties.

Finally, it is divided according to the fields involved in the project. Due to the different experiences and living environments of each person, different people have different donation preferences. For example, people who have experienced disasters are more inclined to help the disaster-affected people, and family members who are sick have more empathy for the seriously ill poor people. Therefore, public fundraising information platforms are generally classified according to project fields, so that donors can choose fundraising projects according to their own preferences. The set up search box also makes it easy for donors to find their desired items based on keywords. The fields involved in fundraising projects include poverty alleviation and disaster relief, disease relief, education aid, animal environmental protection, etc.

3.2 Information Disclosure to Improve Credibility

Charity is an activity of helping others out of love. Every donor makes donations out of sympathy for those at risk, and hopes that they will really get help. Therefore, gaining trust is an essential core element of effective fundraising. As an information exchange platform, the platform solves the problem of information asymmetry. [6] Each project released on the platform will have a specific project description, which mainly includes the following aspects: first, basic information such as the public welfare organization or individual that initiated the project, the recipient of the donation, and the record number of the fundraising plan. Second, the project introduction. Including the background of the project, the situation of the recipients or the recipient area, the purpose of the project, etc., as well as photos, pictures, documents, etc. to prove the authenticity of the project. Again, use the real and typical project stories to deepen the understanding of the project, and then impress the public. Finally, the project plan and donation budget, and the project needs are clearly stated. After the implementation of the project, the project progress will be updated on the project details page in a timely manner. In addition, Tencent Public Welfare provides monthly feedback to users participating in the monthly donation on the latest progress of the donation project through QQ email and QQ message; Alibaba and Ant Financial Services block Chain launched the "On-Chain Public Welfare Program", and users can inquire about donation records, whereabouts of donations, implementation results and beneficiary feedback through the platform [7]. The homepage of the platform will also update the number of donors and the total donation amount in real time, and the donation records will also be displayed under specific projects. A series of measures have made

donations traceable, made supervision more convenient, and made public welfare more open and transparent. [8]

4. STRATEGIES TO ATTRACT DONATIONS

4.1 Take Advantage of the Platform

The traffic and resources of Internet platforms are important factors for online fundraising, and the influence of the platform can improve the publicity of online fundraising. For example, Sina Weibo is an information sharing and exchange platform under Sina that provides entertainment and leisure life services for the public. The "2020 Weibo User Development Report" shows that in September 2020, the number of daily active users of Weibo reached 224 million. Sina Micro Charity uses the user base of the Weibo platform to release fundraising information, and at the same time promotes charitable activities with the help of celebrity traffic, thereby increasing the spread of charity. Furthermore, taking advantage of the characteristics of public welfare platforms and combining online fundraising with platform operation can also improve user acceptance. For example, in addition to major platforms launching public welfare modules on their own websites and mobile clients to push fundraising projects to directly raise funds, Taobao Public Welfare has innovated a public welfare online store model, combining public welfare with modern online sales to conduct "love sales". Non-profit online stores are established by non-profit organizations that meet the application conditions using e-commerce platforms to open online stores. The products listed in these online stores are the people who needs donations or public welfare products. Netizens can complete the public welfare donation process by buying the product and paying for it like other products. According to statistics, in 2017, more than 600 public welfare organizations have opened Taobao public welfare online stores, raising 51.96 million yuan that year. In addition, the application of Internet technology has also increased the success rate of fundraising. JD Public Welfare leverages the advantages of big data and other technologies to analyze user behavior and preferences based on page traffic data to achieve accurate push and improve public welfare benefits.

4.2 Incentive Donations with Rewards.

According to social exchange theory, if people are rewarded for an action, they are more willing to repeat that action. Charity fundraising further stimulates the public's enthusiasm for donations and improves fundraising capabilities by giving donors certificates of love, points, and charity hours after making donations. For example, Tencent Charity lights up the love badges on Tencent Weibo, QQ business cards and QQ shows for users who participate in the monthly donation, and sends

rewards such as charity beans and love gift packs. Another example is Alibaba's 3-hour public welfare platform. It quantifies public welfare behaviors as public welfare time, and proposes that each person completes 3 hours of public welfare services every year. The obtained public welfare can be exchanged for time-limited rights and interests, thus motivating people to engage in more public welfare activities.

5. CONCLUSION

The Internet public fundraising platform has strict regulations and procedures for the initiation of online fundraising projects. And from the perspective of donors, the Internet public fundraising platform provides a variety of projects for donors, conducts sufficient information disclosure, and uses its own advantages and incentive measures to attract donations, which has provided favorable help for charitable projects to obtain more donations. The operation plan and a series of measures for charitable projects that are suitable for the public and attract the public attract more attention to charitable projects, provide the public with more convenient donation channels, convert potential donors into actual donors, and improve the credibility of charity. It has also raised more funds for charitable organizations, which is an important step for the society to move towards "charity for everyone". This paper makes a descriptive analysis of how Internet public fundraising platforms take advantage of their networks to operate charitable projects and how to attract donations. It has enriched the relevant research on online fundraising platforms, and strengthened people's understanding of online fundraising platforms and their project operations. But its shortcomings and how to further develop its functions in the future still need further research.

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